



## **MKT 436 01W & 02W: Marketing Research Fall, 2020**

### **Instructor Information:**

Dr. Alma Mintu-Wimsatt

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Preferred Form of Communication: Email

Communication Response Time: Within 24 hours except during weekends

Dr. Alma Mintu-Wimsatt, retired Professor of Marketing, received her Ph.D. in Marketing from the University of Kentucky in 1990. Dr. Mintu joined TAMU-Commerce in 1992 and recently retired. While at TAMU-C (then ETSU), Dr. Mintu-Wimsatt was recognized both in research and teaching. She was a recipient of the William L. Mayo Professorship and a Citation from the Joseph H. Lauder Institute of Management and International Studies, The Wharton School and The School of Arts and Sciences, University of Pennsylvania. Of her many accomplishments, Dr. Mintu is proudest of being the runner up in the 2016 Access Capon Distinguished Teaching Competition from the Society of Marketing Advances; Paul W. Barrus Distinguished Faculty Award for Teaching from TAMUC and H.M. Lafferty Distinguished Faculty Award for Scholarship and Creative Activity from TAMUC.

## **Learning Management System**

### **Online Platform:**

TAMUC has adopted the D2L (by Brightspace) platform. Preferred browser for D2L: Firefox or Chrome

To get started, you will need your campus-wide ID (CWID) and password to log into the course. Log-in to myLeo student portal and from the top menu ribbon select Apps (2nd tab). Scroll down and click on MyLeo Online (D2L Brightspace). If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at (903) 468-6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu). If you have not already done so, please go ahead and test your login to the system and report any problems to the e-mail listed below.

Once you are logged-in your D2L account, scroll to the bottom to find “My Courses.” If you are having technical difficulty with any part of Brightspace (D2L), please contact Brightspace Technical Support at 1-877-325-7778 or click on the Live Chat or click on the words “click here” to submit an issue via email.

### **Academic Honesty Policy:**

All students are required to read, sign (electronically - meaning that you type out your name) and date TAMU-C’s Academic Honesty Policy (or AHP). The ADP will be e-mailed to you as an attachment by Dr. Mintu during the first day of class. It is also available for download under Week #1 tab. The AHP has to be returned immediately during the first week of class. Be sure to

upload the signed copy to your AHP as the designated assignment. Do not email your submission to me. Refer to p. 11 of the syllabus on “*How to...*”

## Course Information

### Course Description and Objectives:

In a data-driven business environment, understanding marketing research is imperative. This course is designed to provide students with the skill set to ask relevant marketing/business questions, conduct research, analyze results and make good marketing recommendations. Upon completion of the course, students will have a better appreciation for the marketing research process and how to use research in making sound business decisions.

This course is a discussion-based course. You are expected to read the chapters, complete the weekly assignments and actively engage in the discussions. The schedule is rigorous and hectic! As a marketing major, you will be expected to think as a practicing researcher and challenge yourself to be relevant as well as impactful in today’s data-driven business environment.

### Student Learning Outcomes:

The course has the following student learning objectives:

- 1) To become familiar with the sequence of activities involved in the marketing research process;
- 2) To learn to translate a marketing problem into a research question;
- 3) To be able to use and evaluate secondary data;
- 4) To have some understanding of different research designs;
- 5) To have some understanding of construct measurement;
- 6) To understand sampling and the challenges in generating good research samples;
- 7) To use Excel for basic statistical analysis;
- 8) To translate statistical results into marketing recommendations.

### IMPORTANT NOTE:

There seems to be a **STRONG** belief among many students that web-based classes are easier than traditional face-to-face classes. This is not true at all – especially in Dr. Mintu’s class!!!

For this MKT 436 course, you will find that the schedule we will follow is quite rigorous - a degree of structure has been established. All deadlines are absolute and no extra credit is available. A detailed syllabus is provided for your direction. Students are strongly advised to keep a hard copy of this syllabus handy at all times. E-mail Dr. Mintu for additional questions you may have

**Please read and review this syllabus carefully. *In particular, pay close attention to the schedule and requirements.*** Since you have been forewarned, please do not email me during the course to 'complain' about the schedule. If you intend to drop this course, please make sure that all administrative requirements for dropping are completed. Otherwise, if your name appears in the class roster at the time grades are to be submitted - you will receive an "F." However, be mindful that MKT 436 is a required course and is only offered once a year.

**Textbook:**

Hair, Joseph, Daniel Ortinau and Robert Bush (2017), Essentials of Marketing Research, 4<sup>th</sup> edition, McGraw Hill, ISBN: 978-1-260-26046-5 (bound) or 978-1-260-51185-7 (loose leaf). The Connect supplement is NOT necessary and will not be utilized in this course.

**COURSE SCHEDULE:**

A detailed semester schedule has been provided for your convenience. Be sure to follow carefully. All deadlines will be strictly followed unless otherwise announced.

<b>Class time: Dates</b>	<b>Chapter</b>	<b>Discussion</b>	<b>Assignment/Deadline</b>
Week #1: August 24-27 (Monday-Thursday)*	Introduction	Break the ice! Introduce yourself	Postings due by noon CT Aug. 27th
		Course clarifications	
Week #2: August 31-September 3 (Monday-Thursday)	Chap. 1:Role & Value of Marketing Research Info	Case: Santa Fe Grill (pp.20-21)	Postings due by noon CT Sept. 3rd
Week #3: September 8-11 (Tuesday-Friday)**	Chap. 2:Marketing Research Process and Proposals	Marketing Research in Action: Magnum Hotel (pp.44-46)	<b>Assignment #1: Magnum Hotel</b>  <b>Submission due Sept. 8th noon CT</b>  Postings due by noon CT Sept. 11th
Week #4: September 14-17	Chap. 3:Secondary Data, Literature Reviews & Hypotheses	Secondary Data: www.census.gov	<b>Assignment #2: US Census Homeownership Rate</b>  <b>Submission due Sept. 15th noon CT</b>  Postings due by noon CT Sept. 17th
Week #5: September 21-24	Chap. 4: Exploratory & Observational Research Designs & Data Collection Approaches	Reaching Hispanics (pp.105-106)	Postings due by noon CT Sept. 24th

<b>September 25 (Friday)</b>	<b>QUIZ #1: Chapters 1-4</b>	<b>Time: 30 minutes</b>	<b>Sept. 25<sup>th</sup> - Available from 12:00 a.m. to 8:00 p.m.</b>
Week #6: September 28- October 1	Chap. 5: Descriptive & Causal Research Designs	<a href="http://www.gallup.com">www.gallup.com</a> Gallup World Poll (Go to 'What We Do' tab; Click on 'Advanced Analytics' and you will find 'World Poll')	Postings due by noon CT Oct. 1st
Week #7: October 5-8	Chap. 6: Sampling Theory & Methods	Case: Santa Fe Grill (p.163)	<b>Assignment #3: Santa Fe Grill Sampling Plan</b>  <b>Submission due Oct. 6th noon CT</b>  Postings due by noon CT Oct. 8th
Week #8: October 12-15	Chap. 7: Measurement & Scaling	Case: Santa Fe Grill (pp.225-230)	<b>Assignment #4: Santa Fe Grill Scales</b>  <b>Submission due Oct. 13th noon CT</b>  Postings due by noon CT Oct. 15th
Week #9: October 19-22	Chap. 8: Designing the Questionnaire	Case: Santa Fe Grill (pp.225-230)	Postings due by noon CT Oct. 22nd
<b>October 23 (Friday)</b>	<b>QUIZ #2: Chapters 5-8</b>	<b>Time: 30 minutes</b>	<b>Oct. 23rd - Available from 12:00 a.m. to 8:00 p.m.</b>
Week #10: October 26-29	Chap. 9: Qualitative Data Analysis	Cadillac vs. Infiniti Advertising (Human Organization, Vol. 69 (3), pp.252-262) – see Week #10 Discussion tab to download the article.	Postings due by noon CT Oct. 29th
Week #11: November 2-5	Chap. 10: Preparing Data for Quantitative Analysis	Case: Santa Fe Grill (pp.225-230)	Postings due by noon CT Nov. 5th
<b>November 6 (Friday)</b>	<b>Quiz #3: Chapter 9 &amp; 10</b>	<b>Time: 30 minutes</b>	<b>Nov. 6 - Available from 12:00 a.m. to 8:00 p.m.</b>

Week #12: November 9-12	Chaps. 11-12: Basic Data Analysis for Quantitative Research  Be sure to review 2 files uploaded for the week: (1) Statistical Analysis and (2) How to - Excel	Case: Santa Fe Grill (pp.225-230)  Descriptive Analysis; Correlation Analysis; Simple Regression Analysis	Postings due by noon CT Nov. 12th
Week #13: November 16-19	Chaps. 11-12: continued	Case: Santa Fe Grill (pp.225-230) – see Week #13 Discussion tab to download the Excel spreadsheet  Descriptive Analysis; Correlation Analysis; Simple Regression Analysis	<b>Assignment #5: Santa Fe Grill Statistical Analysis</b>  <b>Submission due Nov. 17th noon CT</b>  Postings due by noon CT Nov. 19th
Week #14: November 23-25 (Monday-Wednesday @ noon)***  <b>University typically closes @ noon before Thanksgiving</b>	Chap. 13: Communicating Marketing Research Findings	Case: Santa Fe Grill (pp.225-230) – see Week #13 Discussion tab to download the Excel spreadsheet  Interpreting results	Postings due by noon CT Nov. 25th  Assignment #6 <u>available</u> by Nov. 23rd
Week #15: November 30-December 3	Chap. 13: continued	Case: Santa Fe Grill (pp.225-230)  Interpreting results; Decision making	<b>Assignment #6: Santa Fe Grill Recommendations</b>  <b>Submission due Dec. 1st noon CT</b>  Postings due by noon CT Dec. 3rd

Note:

\* This asynchronous course meets every week Monday until Thursday until noon Central Time.

\*\* Because of Labor Day (a Univ. Holiday), Week #3 will meet Tuesday-Friday at noon CT.

\*\*\* Because of Thanksgiving (the Univ. typically closes @ noon the day before), Week #14 will end on Wednesday @ noon CT.

**Class Time:**

You will note that specific dates have been designated as our class time. This is an asynchronous course that will open during specific times of the week. With the exception of Weeks #3 and #14, our typical class time is Monday to Thursday until noon CT. During our class time, discussions will take place (i.e., discussion cycle). It is each student's responsibility to regularly log-in during the designated discussion dates. All quizzes are scheduled on Fridays. All Assignments are due by noon CT on Tuesdays. Refer to the Course Schedule above for more details.

**Time Zone Used:**

We will be using Central Standard Time as the default for opening and closing times/dates/deadlines. Please make the necessary adjustments if you are in a different time zone. ALL deadlines are absolute.

To avoid confusion [or claims of being confused thereby missing the deadline], please note: 12:00 p.m. means noon and 12:00 a.m. means midnight.

**Weekly Modules:**

You will find a weekly tab or module that corresponds with the above Course Schedule. Each module will contain the chapter's powerpoint (PPT) slides, Assignment Questions and the Discussion Board. All chapter PPT slides will be accessible throughout the semester. Be sure to follow the schedule closely.

**Assignments:**

There are six (6) assignments required in this course. The deadlines are indicated in your Course Schedule. Assignments are due on the Tuesday of the assigned week by noon CT. All deadlines are absolute – NO LATE submissions will be accepted or make-ups provided.

For each assignment, questions will be provided for students to analyze and submit. These assignment questions can be found under the 'Assignment' module/tab for the designated Week. For example, Assignment #1 can found under Week #3. Students will have access to all the assignment questions beginning the first day of the semester so you have ample time to prepare.

All Assignments, except for Assignment #6, are now available. This will give you ample time to work on the assignments should you be inclined. Assignment #6 will be available by November 23rd. Per your course schedule, it is due by noon CT on Dec. 1st.

Each student will be required to submit a 1-page (page restriction will be strictly observed) single-spaced type-written analysis (TEXT only, not including references or title page). Use the Q&A (Question & Answer) format in organizing your analysis/submission. Text written after the 1st page will not be read nor graded. References, if utilized, should be included in a separate page. Each assignment is worth 20 points. Those who do not follow the required Q&A and 1-page format will receive an automatic grade deduction of 5 points.

To submit your assignment, be sure to upload your work in the designated assignment box. Refer to p. 11 on "*How to...*"

**Quizzes:**

There are three (3) quizzes required in this course. Each quiz consists of 20 multiple choice questions worth 40 points (or 2 points per question). It is a 30-minute open-book/notes quiz intended to evaluate your mastery of the concepts. Given the short timeframe – be sure to read all chapters prior to taking the exam.

Quizzes have been scheduled on a Friday from 12:00 a.m. to 8:00 p.m. CT. Pay close attention to the schedule. NO make up is allowed for missed quizzes. If you miss a quiz, this means you will receive 0/40.

All quizzes can be found under the last tab ‘Other Course Requirements’ after the ‘Week #15’ tab.

**Discussion/Participation:**

The discussion forum will comprise your participation grade. It is intended to help students interact with each other and learn from each other’s opinions/insights including Dr. Mintu's. The objective of the forum is to create critical and sophisticated discussion on relevant and interesting topics. A discussion forum will take place every week. As the end of each discussion cycle, a feedback email will be sent to the class collating the chapter/discussion talking points.

The discussion is asynchronous. We will not have any scheduled chats. You will find that there will be ample interaction/engagement in this course despite not having scheduled chats. Each discussion cycle, except for Weeks #3 and #14, will take place from Monday to Thursday until noon CT.

A total of 60 points are available as your discussion grade to be determined by Dr. Mintu at the end of semester. You are welcomed to *periodically* check with Dr. Mintu the status of your participation grade. Those who do not comply with the participation requirement will receive an email at the end of each week or discussion cycle (i.e., subject heading: Non-compliant Minimum Posting Requirement). Please note that your discussion grade is "weighted" heavily in this course. There is NO MAKE-UP for missed discussion postings.

We will have discussions on each Chapter and Assignment. You are expected to read the appropriate chapter and know your assignment thoroughly to be able to effectively participate in the discussions. For example, Week #2 discussion will revolve around Chap. 1 and Santa Fe Grill (pp.20-21). These are explicitly noted in your syllabus under Course Schedule.

The discussion board will be open by 12:00 a.m. (midnight) and terminate by 12:00 p.m. (noon) CT on the dates indicated in your Course Schedule. For example, Week #1 discussion will start on 12:00 a.m. on August 24<sup>th</sup> and close by noon CT August 27<sup>th</sup>. Once the discussion threads are closed - your only access to the discussion will be on a "Read Only" basis. The discussion board is not available for early postings – this will defeat the purpose of the interaction.

*What is the posting requirement for MKT 436?* Based on your Assignment, you are expected to have 5 different postings:

- First, you are expected to post one question that is based on the assignment. Make sure that the question you post will illicit significant and relevant responses from your classmates. Read all other questions already posted. Questions posted that are very similar to earlier posts will not receive credit. Each student will post his/her question as a new thread.
- Second, you will respond to *at least* 4 postings made by Dr. Mintu and/or your classmates. These are responses to questions posted by your classmates or Dr. Mintu. Dr. Mintu will interact/add other queries throughout the duration of the Week/discussion cycle as well.
- The minimum posting requirement will not apply for Week #1.

You will note that Dr. Mintu will always start with her own posting for each discussion. This will help get the ‘ball rolling.’ Per the requirement above, students’ responses to the first post will be considered as interaction (1 of the 4 required interaction postings).

POSTING REQUIREMENT: The MINIMUM weekly requirement is as follows:

Posting #1 – Post one relevant question based on the Assignment that will illicit responses from your classmates (post as one new thread);

Posting #2 - Interact during the discussion cycle either by responding to your colleagues' and/or Dr. Mintu's postings (post as a reply);

Posting #3 - Interact during the discussion cycle either by responding to your colleagues' and/or Dr. Mintu's postings (post as a reply);

Posting #4 - Interact during the discussion cycle either by responding to your colleagues' and/or Dr. Mintu's postings (post as a reply);

Posting #5 - Interact during the discussion cycle either by responding to your colleagues' and/or Dr. Mintu's postings (post as a reply).

Grading rubric: 60 points

Disengaged	Acceptable	Commendable	Completely Engaged
Student doesn't fulfill the minimum requirement	Student fulfills the minimum requirement of posting one relevant Assignment question and 4 interaction responses. See #2 below	Student posts one relevant Assignment question and interacts more than 4 times per discussion cycle. See #2 below.	Student provides substantive contributions by posting one relevant Assignment question & actively posting more than 4 responses <b>throughout</b> the discussion cycle. See #2 below.
< 35 points	35 points	36-50 points	51-60 points



The quality of your postings, the number of answered questions, and sub-thread responses posted per Week will determine how close to 60 points a student can obtain.

It is critical that students read ALL the postings for each topic. This will ensure that you not only respond to Dr. Mintu's questions as well as your colleagues' comments. Also, it will help in ensuring against anyone plagiarizing your work.

#### IMPORTANT POSTING RULES:

1) Postings may be a few sentences or a paragraph in length. The key to a quality post is that it presents a question that is relevant and thought provoking that it warrants multiple responses. Quality responses provide clear answers and/or insights into the topic or question. Dr. Mintu carefully reads each of your postings and may respond directly to you regarding your comments. Dr. Mintu will be very much engaged in all discussions and will closely monitor all [discussion] threads. She expects the same from her students.

2) Posting during 'one seating' or 'one log-in' will not be sufficient in this course. The key to participation is logging and posting often *throughout* the discussion cycle. Carefully read the rubric to maximize credit.

3) In the past, Dr. Mintu has encountered plagiarism among students (copying each other's postings). Please note that TAMU-C has explicit rules regarding plagiarism and will be subject to penalties. Students are advised to carefully read everyone's postings to ensure that no one has plagiarized your answer.

4) Students with very FEW or NO SUBSTANTIVE postings will not receive any credit. Refer to grading rubric above.

5) Proof read your postings - eliminate any offensive references, poor sentence syntax, misspelled words, etc. Keep errors to a minimum.

6) No make up is provided for missed discussion postings. Students who fail to comply with the minimum requirement will receive an email from Dr. Mintu.

7) Be sure to cite references (APA style) when utilized.

#### **Grading Scale:**

6 Assignments (20 pts. each)	120 pts.
3 Quizzes (40 pts. each)	120
Participation/Discussion	60
TOTAL	300 pts.

No extra credit can be earned in MKT 436. Unless deemed necessary, there will be no curving of grades. However, if I believe there is a need to curve, this will be done at the end of the semester.

Assignment of letter grades will be as follows:

A (90%)	270-300
B (80%)	240-269
C (70%)	210-239
D (60%)	180-209
F (<60%)	Less than 180

### **Class Communication:**

Always check the "Course Announcements" posted by Dr. Mintu. These announcements will be dated, so you will be aware of any changes.

All questions and/or comments regarding the class should be directed to Dr. Mintu as soon as possible via e-mail. In case of an emergency, call her on the cell number indicated at the top of your syllabus. Dr. Mintu REGULARLY checks her e-mail – so you can expect a prompt response. Dr. Mintu will respond to your e-mails within 24 hours, except during the weekends.

Dr. Mintu believes in keeping in constant contact with her students. Deadline and reminder e-mails will be sent out regularly. Therefore, each student should always check his/her e-mail account.

### **What to expect from Dr. Mintu:**

Be cognizant of the fact that I am a stickler for schedules and deadlines. Like most of you, I have a life outside MKT 436 and the only way I can balance everything is to follow a regimented schedule.

- 1) Dr. Mintu grades ALL your submissions herself. Typically, your submissions will receive her FEEDBACK (i.e., grades/comments) within 2-3 school days after the deadline, unless otherwise noted.
- 2) Dr. Mintu will also send (constant) reminders regarding the upcoming class schedule and weekly feedback – check your email regularly. All deadlines are absolute!
- 3) Always check the “Course Announcement” section (main student screen). Dr. Mintu updates this page on a regular basis.
- 4) One of Dr. Mintu’s pet peeves are students who ask questions that can be answered if the said student had read the syllabus carefully. So, be sure to read your syllabus carefully.

### **Netiquette – Student Guidelines:**

Netiquette is the new way of defining professionalism through online communication. Students who violate proper Netiquette will be administratively dropped by Dr. Mintu from the course.

Student Guidelines for the class:

- Do not dominate any discussion.
- Do not use offensive language.
- Never make fun of someone’s ability to read or write.
- Use simple English.
- Use correct spelling and grammar.
- Share tips with other students.
- Keep an “open-mind” and be willing to express even your minority opinion.

- Be aware of the University’s Academic Honesty Policy.
- Think before you push the “Send” button.
- Do not hesitate to ask for feedback.

## **HOW TO GUIDE – D2L for MKT 436**

As the class familiarizes itself with D2L, here are some basic guidelines that will help you fulfill the requirement of MKT 436.

### *How do I find MKT 436 in D2L?*

Log-in to myLeo portal. Click on the D2L icon. Once in D2L, scroll to the bottom of the homepage to My Courses or click on the ‘thumbnail’ icon on the top right hand of the homepage.

### *How to upload assignment submissions?*

Go to the Activities tab. Scroll to Assignment. You will find the submission folder for each Assignment. Click on the appropriate case folder. To upload, click on Add a File. Be sure to hit the ‘Submit’ button.

### *How to upload the Academic Honesty Policy?*

Go to the Activities tab. Scroll to Assignment. Click on Academic Policy. You will find the blank PDF for you to download and sign. To upload the signed PDF, click on Add a File. Be sure to hit the ‘Submit’ button.

### *How do I participate in the discussion?*

Be sure to pay close attention to the deadlines. There is no make up for missed postings.

A Discussion module or tab is assigned Weekly. Click on the appropriate Week [see Course Schedule] and its corresponding Discussion.

- If starting a new thread, click on the “Start a New Thread’ button. Compose a title and your contents.
- If responding to an existing thread, click on the title of the thread then click on ‘Reply to Thread.’
- If responding to an existing reply – use the “reply” button found within the original reply text box.

### *What do I use to comply with the minimum posting requirement?*

Posting #1 – Assignment question – Use **START A NEW THREAD**;

Posting #2 - Interact during the discussion cycle either by responding to your colleagues' and/or Dr. Mintu's postings – Use **REPLY TO THREAD** or **REPLY**;

Posting #3 - Interact during the discussion cycle either by responding to your colleagues' and/or Dr. Mintu's postings – Use **REPLY TO THREAD** or **REPLY**;

Posting #4 - Interact during the discussion cycle either by responding to your colleagues' and/or Dr. Mintu's postings – Use **REPLY TO THREAD** or **REPLY**;

Posting #5 - Interact during the discussion cycle either by responding to your colleagues' and/or Dr. Mintu's postings – Use **REPLY TO THREAD** or **REPLY**.

### *Where do I find my exams?*

Scroll down and click on Other Grade Requirements tab (after Week #15).

*Where do I find my exam grades and how do I view my exam in its entirety?*

To find grade - Click on the Grades tab at the top left hand of your course page.

To view exam - Click Class Progress; Click on Quizzes; Click Details; Click on Attempt 1  
Then the quiz/test will pop up.

## University Specific Procedures

### COVID-19 Related Matters

Please follow this link to access A&M-Commerce Covid 19 Information:

<https://new.tamuc.edu/coronavirus/>

A&M-Commerce requires the use of face-coverings in all instructional and research classrooms/laboratories. Exceptions may be made by faculty where warranted. Faculty have management over their classrooms. Students not using face-coverings can be required to leave class. Repetitive refusal to comply can be reported to the Office of Students' Rights and Responsibilities as a violation of the student Code of Conduct.

Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments.

### Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

### TAMUC Attendance

For more information about the attendance policy please visit the [Attendance Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

### Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

#### Graduate Student Academic Dishonesty 13.99.99.R0.10

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

#### **Students with Disabilities-- ADA Statement**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

#### **Office of Student Disability Resources and Services**

Texas A&M University-Commerce  
Gee Library- Room 162  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148  
Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

#### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

#### **Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

### **Technology Requirements**

D2L is committed to performing key application testing when new browser versions are released. New and updated functionality is also tested against the latest version of supported browsers. However, due to the frequency of some browser releases, D2L cannot guarantee that each browser version will perform as expected. If you encounter any issues with any of the browser versions listed in the tables below, contact D2L Support, who will determine the best course of action for resolution. Reported issues are prioritized by supported browsers and then maintenance browsers.

Supported browsers are the latest or most recent browser versions that are tested against new versions of D2L products. Customers can report problems and receive support for issues. For an optimal experience, D2L recommends using supported browsers with D2L products.

Maintenance browsers are older browser versions that are not tested extensively against new versions of D2L products. Customers can still report problems and receive support for critical issues; however, D2L does not guarantee all issues will be addressed. A maintenance browser becomes officially unsupported after one year.

Note the following:

- Ensure that your browser has JavaScript and Cookies enabled.
- For desktop systems, you must have Adobe Flash Player 10.1 or greater.
- The Brightspace Support features are now optimized for production environments when using the Google Chrome browser, Apple Safari browser, Microsoft Edge browser, Microsoft Internet Explorer browser, and Mozilla Firefox browsers.

### **Desktop Support**

<b>Browser</b>	<b>Supported Browser Version(s)</b>	<b>Maintenance Browser Version(s)</b>
Microsoft® Edge	Latest	N/A
Microsoft® Internet Explorer®	N/A	11
Mozilla® Firefox®	Latest, ESR	N/A
Google® Chrome™	Latest	N/A
Apple® Safari®	Latest	N/A

### Tablet and Mobile Support

Device	Operating System	Browser	Supported Browser Version(s)
Android™	Android 4.4+	Chrome	Latest
Apple	iOS®	Safari, Chrome	The current major version of iOS (the latest minor or <b>point</b> release of that major version) and the previous major version of iOS (the latest minor or <b>point</b> release of that major version). For example, as of June 7, 2017, D2L supports iOS 10.3.2 and iOS 9.3.5, but not iOS 10.2.1, 9.0.2, or any other version.  Chrome: Latest version for the iOS browser.
Windows	Windows 10	Edge, Chrome, Firefox	Latest of all browsers, and Firefox ESR.

- You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
    - 512 MB of RAM, 1 GB or more preferred
    - Broadband connection required courses are heavily video intensive
    - Video display capable of high-color 16-bit display 1024 x 768 or higher resolution
  - You must have a:
    - Sound card, which is usually integrated into your desktop or laptop computer
    - Speakers or headphones.
    - \*For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.
  - Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: [JAVA web site](http://www.java.com/en/download/manual.jsp)  
<http://www.java.com/en/download/manual.jsp>
  - Current anti-virus software must be installed and kept up to date.
- Running the browser check will ensure your internet browser is supported.

Pop-ups are allowed.

JavaScript is enabled.

Cookies are enabled.

- You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
  - [Adobe Reader](https://get.adobe.com/reader/) <https://get.adobe.com/reader/>
  - [Adobe Flash Player](https://get.adobe.com/flashplayer/) (*version 17 or later*) <https://get.adobe.com/flashplayer/>
  - [Adobe Shockwave Player](https://get.adobe.com/shockwave/) <https://get.adobe.com/shockwave/>
  - [Apple Quick Time](http://www.apple.com/quicktime/download/) <http://www.apple.com/quicktime/download/>
- At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.